

Message Text

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PAGE 01 MELBOU 01320 220552Z
ACTION EA-12

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-10 LAB-04 NSAE-00
PA-02 SIL-01 ICA-20 DOE-15 SOE-02 INT-05 OES-09
/089 W

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P R 220430Z AUG 78
FM AMCONSUL MELBOURNE
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 4575
AMEMBASSY CANBERRA
AMCONSUL SYDNEY
AMCONSUL BRISBANE
AMCONSUL PERTH

UNCLAS MELBOURNE 1320

E O 11652 N A
TAGS BEXP, ENRG, AS
SUBJ: SOLAR ENERGY TRADE SHOW OFFERS OPPORTUNITY TO U.S.
EXPORTERS

REF MELBOURNE A-14

1. "SOLAR ENERGY TODAY", EXHIBITION AND CONFERENCE

SPONSORED BY STATE OF VICTORIA, WILL TAKE PLACE FEB 18-21,
1979 AT THE UNIVERSITY OF MELBOURNE AND IS, ACCORDING TO
SPONSORS, FIRST "INTEGRAL EXHIBITION AND CONFERENCE ON
SOLAR ENERGY TO BE HELD IN THE SOUTHERN HEMISPHERE."

2. COMOFF HAS SPOKEN TO ORGANIZERS, PRIMARILY VICTORIAN
SOLAR ENERGY RESEARCH COMMITTEE BUT INCLUDING THE STATE-
OWNED GAS AND FUEL CORPORATION OF VICTORIA (GFC), AND VISITED
VENUE FOR EVENT.

INTERNATIONAL SOLAR ENERGY SOCIETY (ISES) ALSO SPONSORING
EVENT. WE STRONGLY BELIEVE THAT, BASED ON MARKET RESEARCH
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REPORTED IN REFAIRGRAM, AND SUBSEQUENT INFORMATION,
"SOLAR ENERGY TODAY" COULD PROVIDE AMERICAN SOLAR
ENERGY FIRMS WITH EXCELLENT OPPORTUNITY TO MARKET THEIR
PRODUCTS, SEEK LICENSING PARTNERS, ETC IN AUSTRALIA.

3. GIVEN POST'S OTHER PRIORITIES AND TIME REMAINING
TO ORGANIZE EVENT, WE BELIEVE MOST FEASIBLE TYPE OF

U.S. PRESENCE WOULD BE A CATALOG SHOW INCLUDING INDUSTRY TECHNICAL REPRESENTATIVE (ITR). CONFERENCES TO BE HELD FOR TRADE AND FOR PUBLIC WOULD BE IDEAL VEHICLE FOR ITR. ADDITIONALLY, A CATALOG SHOW COULD ALSO VISIT OTHER POINTS IN AUSTRALIA OR OTHER COUNTRIES. BY INFO COPY THIS CABLE, WE REQUEST OTHER AUSTRALIAN POSTS ADVISE COMATT IN CANBERRA OF THEIR INTEREST IN SCHEDULING EVENT. IF, HOWEVER, SUFFICIENT INTEREST IS EXHIBITED BY U.S. SOLAR BUSINESS COMMUNITY TO SHIP EQUIPMENT, GFC WILL FACILITATE CUSTOMS CLEARANCE AND OTHER FORMALITIES AND MIGHT EVEN PURCHASE RPT PURCHASE EQUIPMENT AT CONCLUSION OF SHOW FOR EXHIBITIONS IN OTHER AUSTRALIAN CITIES AND RETURN HERE FOR PERMANENT EXHIBITION.

4. ORGANIZERS HAVE ALREADY CONTACTED 31 AMERICAN FIRMS WITH PRELIMINARY INFORMATION ON EVENT. WE ARE AIR-MAILING CMM-SILLOWAY THIS LIST AS WELL AS OTHER INFORMATION ON SHOW.

5. GFC REP HAS REQUESTED THAT HE BE ADVISED BY END OF SEPT WHETHER USG INTENDS TO BE PRESENT OFFICIALLY AT "SOLAR ENERGY TODAY".

6. FOR SYDNEY: AD IN AUG 21ST EDITION OF AUST FINANCIAL REVIEW INDICATES AUSTRALIAN INSTITUTE OF ENERGY PLANS HOLD "ENERGY SHOW" AT UNIVERSITY OF NEWSCASTLE, NSW FEB 5-9, 1979. THIS EVENT APPEARS CLOSE ENOUGH TO "SOLAR ENERGY TODAY" TO WARRANT UNCLASSIFIED

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YOUR CONSIDERATION AS A STOP FOR CATALOG SHOW. IF NEWCASTLE EVENT IS SELECTED AS ADDITIONAL CATALOG SHOW STOP, IT MIGHT BE POSSIBLE TO ORGANIZE THIRD STOP DURING PERIOD FEB 10-17, PERHAPS AT CANBERRA FOR GOA OFFICIALS, OR AT BRISBANE.
POPPLE

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